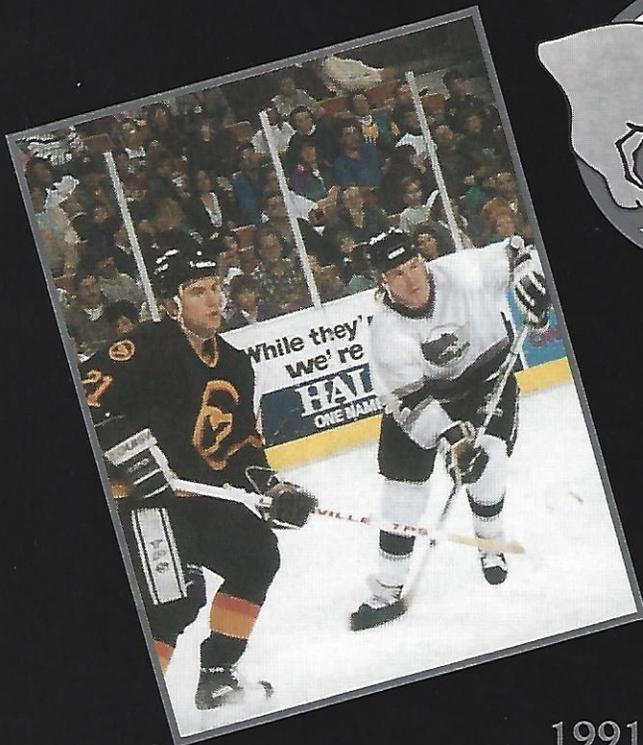


erie panthers

WHERE YOU WANT TO BE!



1991-92 SEASON



SEASON TICKETS

- CHOICE SEATS:** Season ticket holders get the best seats in the house.
 - NO WAITING IN LINE:** Season ticket holders don't have to wait in line to purchase tickets or be turned away due to a sellout.
 - CASH SAVINGS:** Season ticket holders save up to 20% off the single game ticket prices, providing an inexpensive way for a family to spend an evening together, or for businesses to entertain clients or reward worthy employees.
 - TICKETS NEVER WASTED:** Unused season tickets may be turned in for the same amount of tickets to either one of our two exchange games.
 - HALF-PRICE FOR PARKING:** Season ticket holders may purchase season parking passes with a savings of 50%.
 - OPTION ON PLAYOFFS:** Season ticket holders get the first right of refusal on their seat location for post season playoff games.
 - ORDER NOW!** Just 50% of your total amount due initiates your order. So, reserve your favorite seats now by returning your completed application to us along with your check, money order or credit card number.
- ATTENTION!** Everyone (including 1990-91 Season Ticket Holders) wishing to purchase 1991-92 Season Tickets must complete this application and return it with a minimum of 50% payment to the Erie Panthers office in order to reserve your seat(s). Last year's 1990-91 Season Ticket Holders have until July 15, 1991 to renew and reserve their same seats.

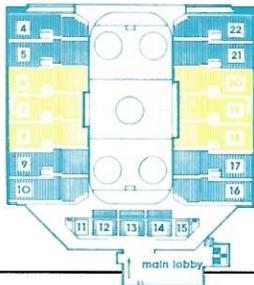
1991-92 SEASON TICKET ORDER FORM

Sections	Type of Ticket	Single Game Price	32 Games-Full Price	Season Ticket Price	No. of Seats	Amount Due
Center ice Sections 6,7,8, 18, 19, 20	Adult	\$6.50	\$208.00	\$172.00		\$
	Students/Sr. Citizens/Military	\$5.50	\$176.00	\$140.00		\$
	Children (Under 13)	\$3.00	\$ 96.00	\$ 80.00		\$
All Other Sections	Adult	\$5.50	\$176.00	\$140.00		\$
	Students/Sr. Citizens/Military	\$4.50	\$144.00	\$120.00		\$
	Children (Under 13)	\$2.00	\$ 64.00	\$ 55.00		\$
Season Ticket Totals						\$
Parking Passes @ \$32.00 Each for 1991-92 Regular Season						\$
Visa/Master Card Service Charge						\$ 2.00
Total						\$
- Deposit						\$
BALANCE DUE						\$

Parking passes (limited to one parking pass per season seat) must be paid for in full in advance and payment cannot be a part of the 50% down payment required to confirm season seat location.

CENTER ICE

ALL OTHER SECTIONS



Name _____

Phone (Work) _____ (Home) _____

Company or Organization (if applicable) _____

Address _____

City _____ State _____ Zip _____

OFFICE USE ONLY	
Payment	\$ _____
Balance Due	\$ _____

	Section	Row	Seats
First Choice			
Second Choice			
Third Choice			

OFFICE USE ONLY	
Date Rec'd	_____
Time of Day	_____
Panthers Rec. App.	_____
Invoice #	_____

Master Card # _____ Exp. Date _____

Visa Card # _____ Exp. Date _____

FOR MORE INFORMATION CALL: 814-455-3936 or FAX 814-456-8287
Mail Application With Check or Money Order to: ERIE PANTHERS HOCKEY, INC., P.O. BOX 6116, ERIE, PA 16512

FACE OFF

THE OFFICIAL GAME MAGAZINE ADVERTISING OF THE ERIE PANTHERS

- **PROFESSIONAL QUALITY**

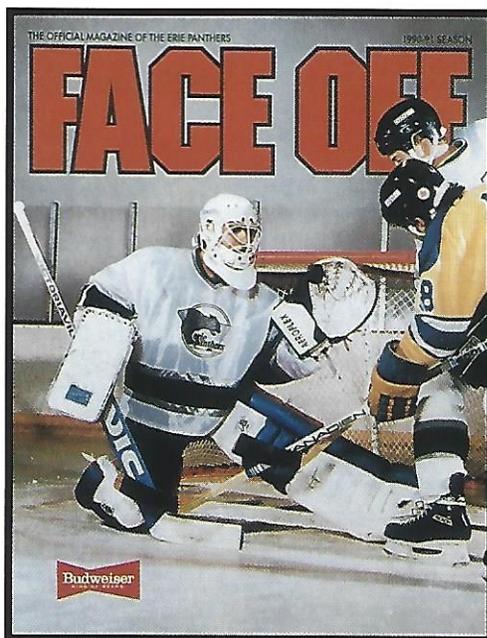
The 1991-92 edition of "FACE-OFF" is of high quality with an attractive 8½" x 11" professional magazine style format.

- **INCREASING CIRCULATION**

Circulation of "FACE-OFF" increases each season and the Panthers are projecting to surpass 15,000 for the 1991-92 season.

- **CONTENT THAT FANS LOVE**

Each "FACE-OFF" magazine contains great editorial content, player information, statistics, rosters and a scorecard for fans to keep score. Fans are also involved with the magazine through lucky number prizes to give it greater appeal as well as to increase circulation.



ICE TIME!

THE OFFICIAL DASHBOARD ADVERTISING OF THE ERIE PANTHERS

- **HIGH VISIBILITY**

The "ICE TIME" dashboard signs are one of the best advertising buys that the Erie Panthers have to offer. Professionally painted to your specifications, these signs are highly visible in the friendly confines of the Erie Civic Center. The dashboards are available on an annual basis.

- **FIRSTHAND EXPOSURE**

During the 1990-91 season, the Panthers drew a captive audience of over 108,000 fans to their 34 home games from October to March (approximately 3 hours of viewing per person, per game).

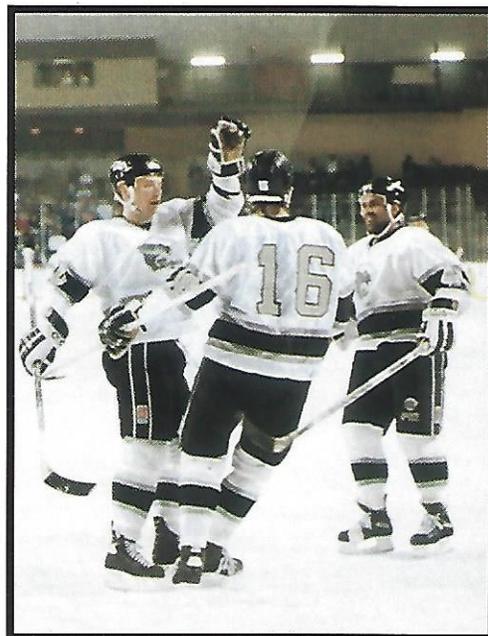
- **MEDIA EXPOSURE**

"ICE TIME" dashboards may also be seen in the highlights shown on the local Erie television stations as well as appearing in the photos taken by the local newspapers.

VIP CLUB

THE OFFICIAL ADVERTISING AND TICKET PACKAGE OF THE ERIE PANTHERS

	PRICE PURCHASED SEPERATELY
4 Center Ice Season Tickets	\$ 688
Full Page B & W Advertisement in "FACE-OFF" Magazine	1300
5' "Ice Time" Dashboard Advertisement	1500
50 Group Tickets to a select Panthers game	225
Book of 10 Panthers Ticket Coupons	50
11" x 24" Advertisement inside Panthers EMTA Bus	90
Sponsor I.D. in select television commercials	600
Sponsor I.D. in select radio commercials	600
TOTAL	\$5053
PACKAGE SAVINGS	- 2103
SPECIAL PACKAGE PRICE	\$2950



ERIE PANTHERS 1991-92 SEASON AGREEMENT

NAME OF COMPANY OR ORGANIZATION _____
 TELEPHONE NUMBER _____ ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
 PERSON CONTRACTING ADVERTISEMENT _____

SEASON TICKETS

Please use separate application located with "SEASON TICKETS" brochure information.

FACE OFF MAGAZINE ADVERTISING

All advertisements in FACE-OFF Magazine will run in every issue sold at all Erie Panthers' regular season and playoff home games. All advertisers shall provide the Erie Panthers with camera ready copy (as well as color separations for color ads) no later than September 5, 1991.

AD COPY SIZE	DIMENSIONS HEIGHT X WIDTH	COLOR/B&W	LOCATION	PRICE	CHECK IF YOU WISH TO PURCHASE	PRICE OF ITEM BEING PURCHASED
1/4	2 1/4" x 7 3/4"	B & W	_____	\$ 350	<input type="checkbox"/>	\$
1/2	4 1/2" x 7 3/4"	B & W	_____	\$ 675	<input type="checkbox"/>	\$
Full	10" x 7 3/4"	B & W	_____	\$1300	<input type="checkbox"/>	\$
Full	10" x 7 3/4"	Color	_____	\$2750	<input type="checkbox"/>	\$
2 Full Pages	11" x 17"	Color	Centerfold Scorecard	\$5000	<input type="checkbox"/>	\$

(NOTE: any ads purchased that are located on the 2 pages opposite the changing pages must be marked up 33%)

ICE TIME DASHBOARD ADVERTISING

All advertisements on the Erie Panthers' dashboards will be displayed from the opening home game until the last home game of the season (includes all exhibition, regular season and playoff games - a minimum of 32 games). All advertisers shall provide the Erie Panthers with art copy no later than September 5, 1991. (All advertising copy must be approved by the Erie Civic Center Authority before any signing on this contract is valid). The cost of painting each advertisement is included in the fee paid to the Erie Panthers Hockey Inc.

# OF BOARDS	AD COPY DIMENSIONS - HEIGHT X WIDTH	PRICE		
1	32" x 5'	\$1500	<input type="checkbox"/>	\$
2	32" x 5'	\$2500	<input type="checkbox"/>	\$
1	32" x 10'	\$2500	<input type="checkbox"/>	\$
2	32" x 10'	\$4500	<input type="checkbox"/>	\$

VIP CLUB MEMBERSHIP

Includes the following items:

Full page B & W advertisement in FACE-OFF Magazine
 5' ICE TIME dashboard advertisement
 50 group tickets to a select Panthers' game
 Book of 10 Panthers ticket coupons

11" x 24" advertisement inside Panthers' EMTA bus
 Sponsor I.D. in select television commercials
 Sponsor I.D. in select radio commercials
 4 center ice season tickets (List choices below)

	Section	Row	Seats
First Choice			
Second Choice			
Third Choice			

PACKAGE PRICE \$2950 \$

SPECIALTY ADVERTISING

EMTA	\$ 90	<input type="checkbox"/>	\$
ZAMBONI	\$2000	<input type="checkbox"/>	\$
LOGO IN THE ICE	\$4000	<input type="checkbox"/>	\$
GAME TICKET BACKS	\$3500	<input type="checkbox"/>	\$

GROUP TICKETS

Please call the Panthers' office at 455-3936 and a Group Sales Representative will assist you in coordinating your outing.

COUPON BOOKS

Please use separate application located with "COUPON BOOKS" brochure information.

(U.S. funds only) TOTAL	\$
(Terms: 1/3 down payment) DEPOSIT	\$
BALANCE DUE (by 9/5/91)	\$

Agreement authorized by _____

Panthers representative _____

(Office use only) Date received _____ Time of day _____ Panthers' Rep. Rec. App. _____

For more information call 814-455-3936, FAX 814-456-8287 or mail contract with check or money order to:
 Erie Panthers Hockey Inc., P.O. Box 6116, Erie, PA 16512.

HERE'S WHY ERIE PANTHERS HOCKEY IS WHERE YOU WANT TO BE!

- **A TRADITION OF EXCELLENCE**

People associate Erie Professional Hockey with hard work, dedication and success. Over the years, the teams have a lifetime winning percentage of just under .600 and have made the playoffs 13 of 14 seasons!

- **ALL-TIME ATTENDANCE RECORD**

The Panthers drew over 108,000 fans to home games this season for an average of 3,200 per game. Both figures are the highest for any sports team in Erie ever!

- **#1 IN SEASON TICKETS**

The Panthers had over 1,000 Season Ticket Holders in 1990-91, no other Erie sports franchise even comes close to that figure!

- **FIRST RATE GAME MAGAZINE**

"FACE-OFF" Magazine, in addition to expanding its pages 50% this year, also created a whole new look. In fact, one veteran sportswriter had this to say about it -
"The official magazine of the Panthers, "FACE-OFF", brings the local hockey fan right to the big time. The 70-page publication is loaded from cover to cover with information that successfully rivals anything in the line of game programs throughout the National Hockey League".
— The Morning News 10/30/90

- **DASHBOARD ADS CLOSE TO SELL OUT**

In 1990-91 "ICE TIME" dashboard advertising had its best year ever with only 16% of the advertising space still available.

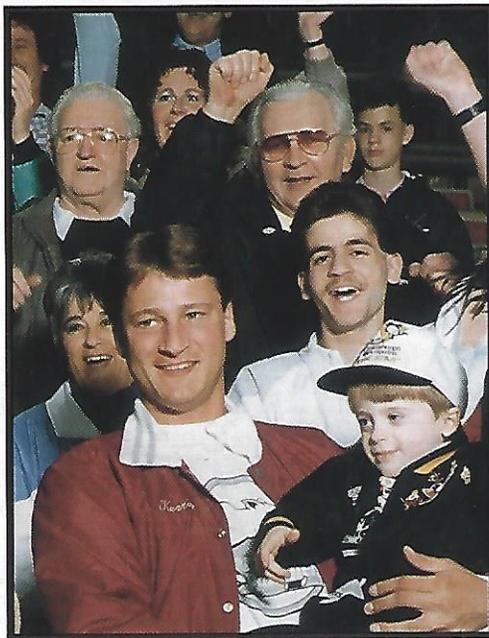
- **ECHL HOCKEY-NHL STYLE**

The quality of play is first rate as over 1/3 of the players in the ECHL were under National Hockey League contracts. Some even made it to the NHL this year!

Photos By Terry Wirick
and Mike Miller's Portraits By Stephens

SPECIALTY ADS

- **EMTA (Erie Metropolitan Transit Authority)** \$ 90
Full color advertisement measuring 11" high x 24" wide, located in bus interior (the cost of painting the ad is included in your fee paid to the Erie Panthers), with the agreement running for 12 consecutive months.
- **ZAMBONI** \$2000
Full color advertisement located on both sides of the Zamboni ice machine, which is used 3 times per home game to resurface the ice.
- **LOGO IN THE ICE** \$4000
Full color advertisement located in the actual ice surface near the blue line and dasherboard intersection.
- **GAME TICKET BACKS** \$3500
Black and white advertisement measuring 1 1/4" x 2 1/4", located on the back of all 172,800 game tickets. Great way to promote discount incentive with game tie-in.



GROUP TICKETS

- **TICKET CONSIGNMENT**
We'll give you the actual tickets to sell and prior to the game you simply return any unsold tickets along with payment for those you did sell. It's easy!
- **CASH SAVINGS**

	Regular Gate Price	SPECIAL GROUP RATES		
		25-99 People	100-199 People	200 People & Over
Adult	\$ 5.50	\$ 4.50	\$ 3.75	\$ 3.25
Student/Military Senior Citizen	\$ 4.50	\$ 3.75	\$ 3.25	\$ 2.75
Children (Under 13)	\$ 2.00	\$ 2.00	\$ 2.00	\$ 1.50

- **YOUR NAME IN LIGHTS**
Your group's name will also be displayed on the Civic Center message board for your selected game. Plus we'll even announce it to everyone at the game!

COUPON BOOKS

- **FLEXIBILITY**
Each coupon (10 per book) is exchanged for a ticket at the Civic Center Box Office and since you're not locked in to specific games, there's no need to plan ahead. You may also distribute the individual coupons as you please.
- **CASH SAVINGS**
You save nearly 10% off gate prices when you purchase Panthers' Coupon Books and remember that if you prefer center ice, simply add \$1 with each coupon that you exchange at the box office.
- **GREAT GIFTS**
Coupon Books are great for Birthday and Christmas gifts, as well as just saying thanks to friends, employees or customers.

PANTHERS COUPON BOOK APPLICATION

Number of Coupon Books _____ Total Amount _____
Ordered @ \$50 each Enclosed _____

Name _____

Company/Organization (if applicable) _____

Address _____

City _____ State _____ Zip Code _____

Telephone (business) _____ (home) _____

For more information call 814-455-3936. For all mail orders, send application with check or money order (U.S. funds only) to: COUPON BOOKS, Erie Panthers Hockey Inc., P.O. Box 6116, Erie, PA 16512.